

Remarks

Claims 1, 9, 12-13, and 20-21 are cancelled.

Claim 2 is amended to put the claim into allowable independent form.

Claims 4-7 are amended to claim dependency from allowable Claim 2.

Claim 8 is amended to eliminate the element "user channel viewing history characteristics" from the claim.

Claim 11 is amended to eliminate the element "user channel viewing history" from the claim.

Claim 14 is amended to put such a claim into allowable independent form.

Claim 16-17 are amended to claim dependency from allowable claim 18.

Claim 18 is amended to put such a claim into allowable independent form.

Claim 19 is amended to eliminate the element "user channel history characteristics" from the claim.

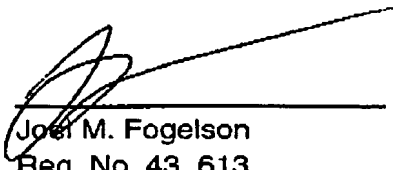
No new matter was added to the claims.

With all the amendments made to Claims 8, 11, and 19, the Applicant asserts the 35 U.S.C. 112, first paragraph rejection to these claims is overcome.

Having fully addressed the Examiner's rejections it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the Applicants' attorney at (609) 734-6809, so that a mutually convenient date and time for a telephonic interview may be scheduled.

Fees for the added independent claim, as indicated on the enclosed fee sheet, are to be charged to deposit Account 07-0832. Any additional fees owed in connection with this action are to be charged to this deposit account, as well.

Respectfully submitted,

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